



2020 Census + Libraries = Complete Count in Colorado

CSL In Session

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Big Picture - 2017-2018 Population Change

US - 327.2 million, + 2.0 million or 0.6%

Colorado Population 5,695,564

Ranked 7th fastest growth, 1.4% - NV, ID, UT, AZ, FL, WA, *CO*

8th in total growth 79,662 - TX, FL, CA, AZ, NC, WA, GA, *CO*

Range in population change for Colorado Counties, 2017:

+12,000 El Paso County

-475 Kit Carson County



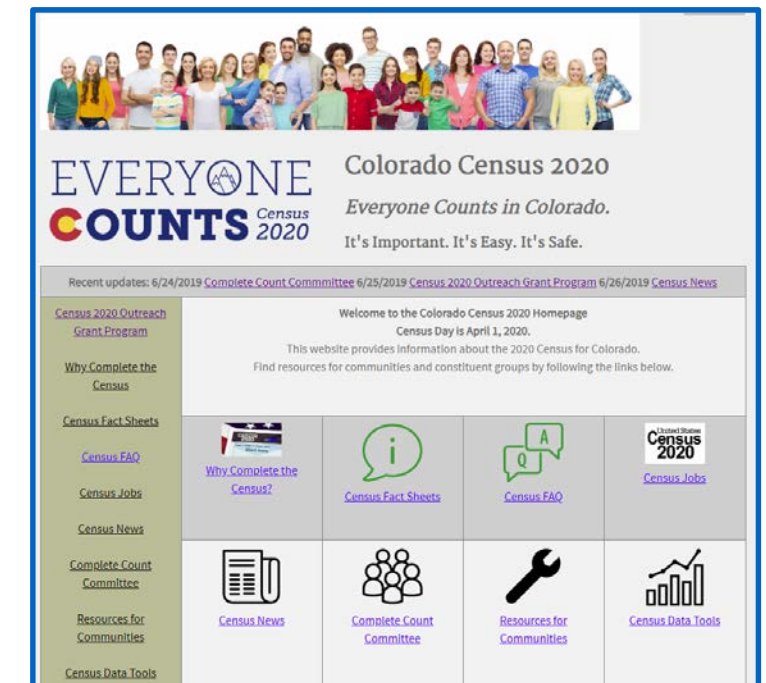
State Demography Office Web Pages



State Demography Office
Homepage:
<https://demography.dola.colorado.gov/>



Colorado Demographic Profiles
<https://demography.dola.colorado.gov/colorado-demographic-profiles/>



Colorado Census 2020 Page:
https://demography.dola.colorado.gov/census_2020/



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EVERYONE

COUNTS *Census 2020*

Shape
your future
START HERE >

United States®
**Census
2020**



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What is a census?

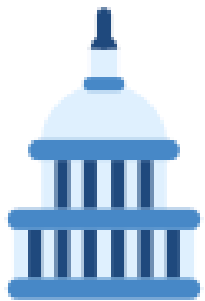
A count of all persons living in the United States on
April 1st conducted every 10 years

Census Day is April 1, 2020



It's Important

Census counts influence representation by determining:



The number of seats each state has in the US House of Representatives.



How state house and senate districts are redrawn.

County Commissioner and City Council Districts



Anticipated Gains/Losses in Reapportionment 2020 Population Projections Based on 2016-2018 "Short-Term" Trend

State	Change	Seats After Change
WA	0	10
OR	1	6
MT	1	2
ID	0	2
WY	0	1
ND	0	1
SD	0	1
NE	0	3
KS	0	4
OK	0	5
TX	3	39
NM	0	3
AZ	1	10
CO	1	8
UT	0	4
NV	0	4
CA	-1	52
HI	0	2
AK	0	1
LA	0	6
MS	0	4
AL	-1	6
GA	0	14
FL	2	29
SC	0	7
NC	1	14
VA	0	11
MD	0	8
DE	0	1
PA	-1	17
OH	-1	15
IN	0	9
MI	-1	13
WI	0	8
IA	0	4
MO	0	8
IL	-1	17
IN	0	9
OH	-1	15
PA	-1	17
NY	-2	25
CT	-1	5
RI	0	1
NJ	0	12
MA	0	9
NH	0	2
VT	0	1
ME	0	2

State numbers reflect number of congressional house seats after change put into effect.

Based on Census Bureau estimates released 12/19/2018

It's Important

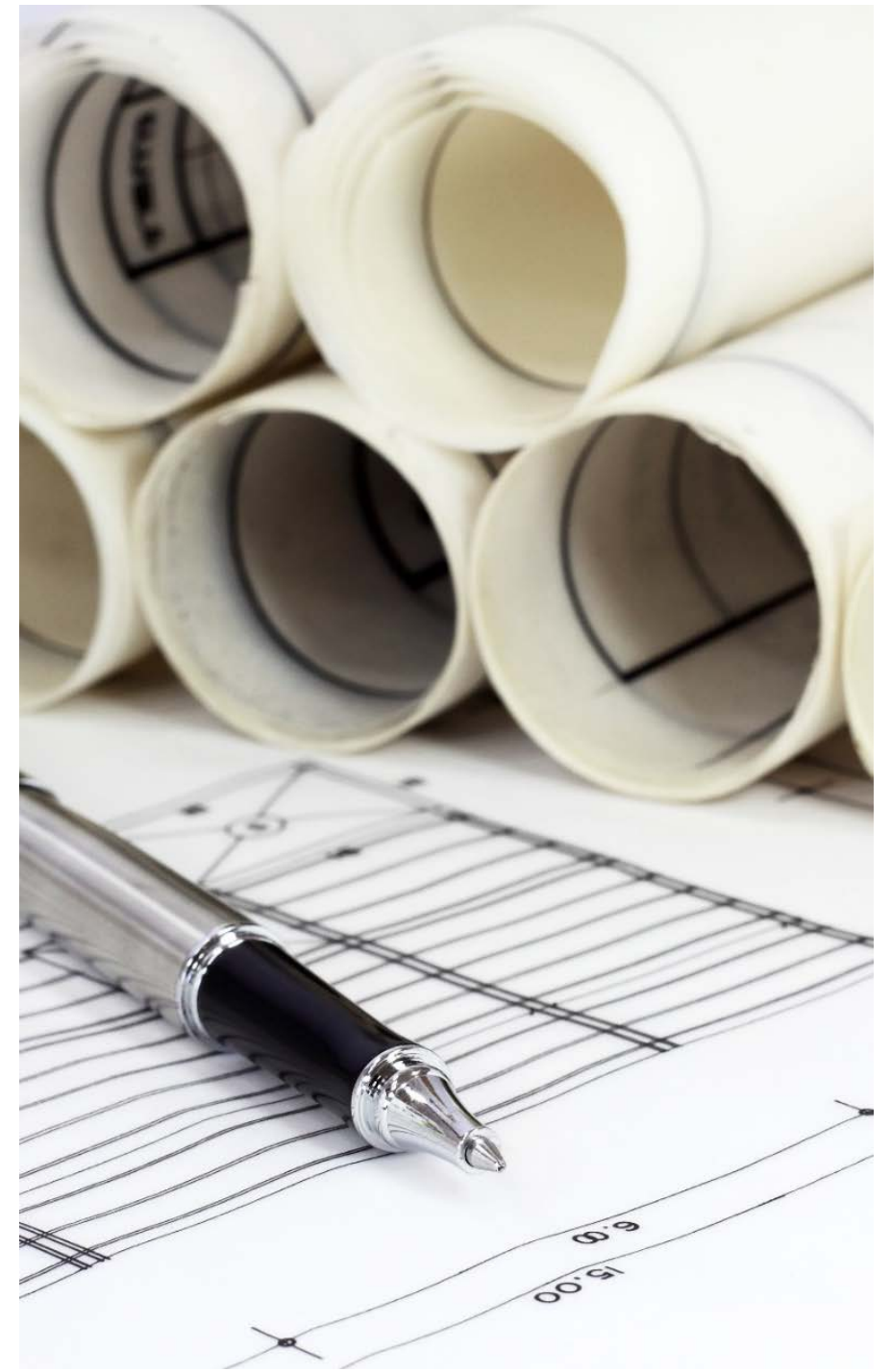
Colorado receives ~\$2,300/person per year, or over \$13 billion annually for programs like:

- Senior Services
- Health Services
- Public Housing (Section 8)
- Public Assistance (SNAP)
- Women, Infants, & Children (WIC)
- Education
- School Lunch
- Road Improvements
- Programs for Veterans
- Community Colleges
- Tuition Assistance
- Health Centers
- Public Libraries
- Community Centers

It's Important

Census data is used for planning, program evaluation, business analysis, and service provision.

Used as a base population for the next 10 years.



Count Everyone Once, and Only Once, In the Right Place.

- Housing units /addresses are used as the foundation for the population count
- Census form information will be sent to households using the Master Address File
- Importance of having all housing units in list
- Importance of having boundaries updated

It's Easy

10 Questions

4 Ways to Respond

1. Online
2. By Phone
3. By Mail-in Form
4. In-person, Through an Enumerator



13 Languages

English, Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, French, Tagalog, Polish, Haitian Creole, Portuguese, and Japanese

Census 2020 Questions

10 questions directed to the householder and to each person living in a household.

- Name
- Phone Number
- Age
- Hispanic Origin
- Race
- Relationship to householder
- Sex
- Housing Tenure – own/rent
- Number of persons in household
- Does the person usually stay or live somewhere else?



Hispanic Origin and Race

Is this person of Hispanic, Latino, or Spanish origin?

- ☐ No, not of Hispanic, Latino, or Spanish origin
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↴

What is this person's race?

Mark ☒ one or more boxes **AND** print origins.

- ☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

- ☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

- ☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ↴

- | | | |
|--|-------------------------------------|---|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian –
<i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> ↴ | | <input type="checkbox"/> Other Pacific Islander –
<i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> ↴ |

- ☐ Some other race – *Print race or origin.* ↴

These two questions capture ethnic origins and nationalities

- Hispanic Origin is asked separately to satisfy federal program requirements and inform policy research
- Respondents can mark multiple races and nationalities



Census Completion

- SDO recommends that everyone answer the Census completely and accurately
- This includes reporting on *all* persons living in a household (including babies...)
- The Census Bureau plans to follow up with households that do not return a census form
- There are no plans to follow up with people who leave questions unanswered
- Results from incomplete census forms will be included in the head count



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Special Populations

- Colleges/Universities
 - Count students at the schools if that is where they normally live.
 - Students in dorms are part of dorm count - will be counted by university/college
 - Students off campus should be counted in the housing unit.
- Prisoners - counted by the prison.
- Homeless and transient locations - March 30th - April 1 by census takers at service providers or transient locations.
- Homes in non-addressed areas - Update and leave
 - Census taker will verify addresses and leave a questionnaire at housing units that have been identified as not having a traditional mail address. These are about 5% of the housing units across the US

<https://www.census.gov/newsroom/press-releases/2019/tea-viewer.html>



Will a Census Enumerator come to my house?

- In most cases, no.
 - The census data collection process includes five contact opportunities before in-person enumeration begins
 - A census enumerator will visit households that do not respond to contact requests
 - Submitting the census form in online, over the phone, or on paper will prevent in-person enumeration
 - Census Bureau administers several surveys – you may be contacted for other surveys



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It's Safe

- All data are protected and records are confidential for 72 years under federal law.
- Census will never share individual information with other government agencies.
- All Census Bureau employees swear a lifetime oath to protect information.



Census 2020 Who Does What?

Census data collection, questionnaire design and administration are Federal responsibilities, managed by the U.S. Census Bureau.

The State of Colorado provides support and outreach, educating people about the census and its importance

Cities and towns can reach out to their citizens and address their questions about census items and procedures



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What can Libraries do?

- Libraries are central, trusted institutions that can support a complete count
- Become Informed
 - Learn about Census 2020 at the Colorado Census 2020 website https://demography.dola.colorado.gov/census_2020/
 - Participate in a Local Complete Count Committee
- Be Prepared
 - The online completion option may impact your internet bandwidth between mid-March and mid-April, 2020
 - Anticipate questions from your community and patrons
- Help with Completion
 - Post information about the census in your libraries
 - Consider participation in the Questionnaire Assistance Center (QAC) program supported by the American Library Association
 - Have a Census Completion Party in April (We'll give you cups...)



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Census 2020 Resources

- Resources and support specifically for libraries provided by CLiC: clicweb.org.
- Program Information on the “Resources for Communities” page: <https://demography.dola.colorado.gov/census-ac/2020-resources/>
- **Hard to Count Grant Program HB19-1239 (2019)**
 - \$6,000,000 in grant funds to support outreach to Hard to Count populations (as defined above)
 - Grant applications will be posted on August 15, 2019
 - Application due date September 15, 2019
- **Colorado Census Support Program**
 - \$240,000 in Census Promotional Materials from SDO
 - Posters, Flyers, Cups, Banners, Bumper Stickers, etc.
 - Applications will posted on August 15
- **Census Bureau Promotional Materials**
 - Available September, 2020



Colorado Census Website

[Home](#) > Colorado Census 2020 Main Get Data



EVERYONE COUNTS Census 2020

Colorado Census 2020
Everyone Counts in Colorado.
It's Important. It's Easy. It's Safe.

Recent updates 4/22/2019: [Census Fact Sheets](#) 4/23/2019: [Census Data Tools](#) [Census News](#)

[Why Complete the Census](#)
[Census Fact Sheets](#)
[Census FAQ](#)
[Census Jobs](#)
[Census News](#)
[Colorado Complete Count Campaign](#)
[Resources for Communities](#)
[Census Data Tools](#)

Welcome to the Colorado Census 2020 Homepage
Census Day is April 1, 2020.
This website provides information about the 2020 Census for Colorado.
Find resources for communities and constituent groups by following the links below.

 Why Complete the Census?	 Census Fact Sheets	 Census FAQ	 Census Jobs
 Census News	 Colorado Complete Count Campaign	 Resources for Communities	 Census Data Tools



Thank you

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